

## **AWARENESS AND UNDERSTANDING OF SUSTAINABLE DEVELOPMENT AMONG STUDENT IN UUM**

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### **ABSTRACT**

This study discusses about the awareness and understanding of sustainable development among students in UUM. Sustainable development is economic development together in protecting the environment for stabilizing purposes. In this study there is statement problems that concerning their understanding of the importance of sustainable development to daily lives and the lack of awareness in the students. This study will be made among the UUM students in Malaysia because previously no longer of this study. Generally, this study aims to examine the extent of student understanding of the importance of sustainable development and the importance of natural ecosystems and the welfare of the students. In the specifications, this study is able to monitor and identify in detail on the issue of awareness and understanding of sustainable development among students in UUM. This study was performed and included students in UUM. It consisting of students STML and students Muamalat. Between the interests of sustainable development is to the university because can to ensure a comfortable life and a healthy environment for the community. I hope that through this study, students can understand in depth the importance of sustainable development.

Keywords: Awareness, Understanding, Sustainable Development

### **INTRODUCTION**

The Issue of Sustainable Development is about understanding and awareness among students of UUM. Through studies will be carried out, the understanding differences can be identified students. Additionally, it can nurture a sense of responsibility to maintain sustainable for the future of the present and the future to come. This study will be conducted as to know more about student understanding and the awareness of students. This is because, these studies have not been conducted in any country. Therefore, this study will be conducted at the UUM students. Sustainable development is development that “meets the needs of the present without compromising the ability of future generations to meet their own needs” (The statement from the World Commission on Environment and Development, presented in 1987). Additionally, sustainable development can provide a balance between the human need to improve lifestyles and well-being and also to preserve environmental resources and natural ecosystems so that future generations can rely on.

According by WCED, the development is to meet the needs of is currently without compromising the future and it is to meet its own needs. Sustainable development is economic development together in protecting the environment for stabilizing purposes. The form development of a stable relationship between human activities and nature so as not to impair

and disturb the need in the future so that future generations can enjoy the quality is good as it is now (Source: Mintzer, 1992). When the study was conducted, the probability to find an understanding and awareness of students about the importance of sustainable development can be identified understanding between students STML with students Muamalat.

## **PROBLEM STATEMENT**

Sustainable development awareness and understanding among students in UUM is concerned for to create students the conscious environment and made as a culture in their lives. Awareness and understanding of sustainable development are not taken seriously. This is due to the lack of insight into the importance of sustainable development to everyday life and there is no awareness in students. Therefore, this research needs to be done to find out how many students who know and understand about sustainable development, namely to conducted research to Students STML with Student Muamalat.

In addition, it is known that no further research on the development of awareness and understanding of the students who performed in Malaysia or Overseas. Therefore, this research will be done to the UUM students in Malaysia to know in detail about the understanding and awareness of students. Through this research of probability to determine how many people understand the importance of sustainable development will be known and can see the difference between their understanding by students STML with students Muamalat.

### **Objective**

1. To identify student awereness and understanding about sustainable development.
2. To identify the differences understanding between students STML with students Muamalat understanding this research.

## **LITERATURE REVIEW**

In the research literature serves to emphasize and convinces that in use in the study. Through from there, to know purpose of sustainable development, interests, problems, and also their understanding of sustainable development to everyday life. These references can be found everywhere sources such as surfing the internet, journals, libraries and so on. Besides, in this state on concept and the studies that have been done on sustainable development.

### **The Concept of The Sustainable Development**

According to Clive Warren, (2010) point out of the explanation by Brundtland Commission, (1987) on sustainable development is a development that meets the needs of the present without compromising the needs of damaging and the needs of the next generation of the current generation. It also, according to IrmiSeidl, (2000) showed that the explanation given by the Homan, (1996) on be said sustainable development should be discussed in theory and in practice to get and next strategic guiding idea can trigger a thought process of community development.

According to Stephen N.G. Davies, (2006) showed that the explanation given by the Rio de Janeiro, Brazil (United Nations, 1992) on sustainable development, which is said to be divided into 3 points. Among sustainable development is a healthy life without affecting and damaging the natural environment by humans, sustainable development is defined as conduct

prudent and equitable development as found on today without compromising tomorrow's development and sustainable development is something that involves the care and protection of the environment.

Besides that, according to Rut Kelly Richard Cencorot, (2000) showed that the explanation given by (Redclift, 1987) be said sustainable development addressing 3 major areas people living today have the right to seek justice and rights, environmental damage be eliminated or handled and future generations can't be affected by the actions of the present generation. Additionally, in this journal also tells sustainable development is development that meets the needs of the present without compromising the ability of future generations without compromising the adverse effect on future generations (Rut Kelly Richard Cencorot, (2000).According to Jibril A. Ramirez, (2012) explained in the journal of the word 'sustainability' has many meanings and refers to its own strengths to preserve nature from time to time by their own efforts. it is clear that sustainability is coming from myself and the idea of economic development that meets the needs of human welfare without contamination and mass extinction.

In this research there stated on sustainable development that consists of three components, namely economic, social and environmental. His aim was to compare the three components and put together as it depends on the aspects of research on sustainable development (Kiang, 2004).According Alshuwaikhat & Abubakar (2007), a university campus should have a beautiful environment and a prosperous and a balanced economy through environmental resource conservation, waste reduction and environmental management efficient, thus exploiting the international level.

The sustainable development is economic development together in protecting the environment for stabilizing purposes. The form development of a stable relationship between human activities and nature so as not to impair and disturb the need in the future so that future generations can enjoy the quality is good as it is now (Source: Mintzer, 1992). When the study was conducted, the probability to find an understanding and awareness of students about the importance of sustainable development can be identified understanding between students STML with students Muamalat.

### **Previous Research on Awareness and Understanding Sustainable Development**

Through the Journal Towards Sustainable Development in the Mid-West Region of Ireland (Ruth Kelly Richard Moles, (2000) have been said that the study was done at the University Limerick. This study is based on sustainable development of Ireland's national sustainable development into something that is important to their country. Another the local authorities described the main in the mid-west region of Ireland (Limerick County Council, Limerick Corporation, Clare County) wants to carry out a large scale about sustainable development and want to encourage everyone involved to make the state of nature and natural resources in a safe condition. According Selman (1998), it has created a strong will to place sustainable development at the level of urbanization which requires a holistic approach (European Environment Agency, 1997). Some of people did not always know about sustainable development and cause environmental pollution and destruction of the environment. therefore, the report have been created, namely the 1998 report published by An Taisce, an NGO that was established in 1948 to improve the conservation and management of natural resources, which was built in Ireland. Obviously it is through the study found that sustainable development depends on two basic conditions of development that can't be reduced because of Ireland's natural resources focused on the statement "our image of green" and important to

the food industry and tourism in their country. Additionally, the National Development Plan 2000-2006 Ireland (Stationery Office, Dublin, 1999) explains that social and economic development can't explain natural resources in other words sustainable development.

Through this journal is found to have made studies of the University of Hong Kong about understanding and awareness of sustainable development by author Evia O.W. Wong. The studies explains that sustainable development is essential for the everyday life and described from Dovers and Handmer (1992), stating that the ability of human nature to be a lack of understanding due to internal and external changes. Sustainable development be said to imply a change in human behavior and culture for future needs. It plays an important role in the preservation and emphasizes an understanding of the concepts of sustainable development to students. Through continuous education for sustainable development can help students to cope with the coming changes by educating to change attitudes and beliefs that future generations can enjoy the comfort of the environment today.

## **METHODOLOGY**

This chapter describes the methodology of research on the level of understanding and awareness students about sustainable development at University Utara Malaysia (UUM). In addition, this chapter explains the study design and methods used to obtain data and information in detail. The parts that will be discussed include the respondents, the respondent information, methods, places, frequency and purpose of the deal.

### **Respondents**

Total respondents who studied are 128 students who were divided into two, namely 13 student's Muamalat and 115 student's STML conducted in UUM Sintok, Kedah. Respondents are taken from a variety of ages, country, race and religion to carry out this study. The selection of respondents is based on the methods Kricjie & Morgan (1970), where the average respondent was 128 people. To continue their research, the age difference not taken into account for, this is the only study to find out about students understanding and awareness of sustainable development.

### **The Selection of the Study Area**

This study is to examine the student's understanding and awareness of sustainable development among students in UUM. In this study, there are 2 parts respondents who solved the students Muamalat and students STML. A total of 20 students's Muamalat and 20 student's STML. Based on this study can be viewed differences in views and opinions of students about sustainable development. The study conducted at the Universiti Utara Malaysia for research on sustainable development has never yet been made here. By such case studies will be conducted here to find out student understanding and awareness in UUM.

### **Utility Research**

For this study, the data must be obtained through equipment (utility) research. Questionnaires were used to obtain data or information and responses, understanding and views of respondents and the length of time the service received. Questionnaires must be complete and easily understood by respondents to the respondents feel comfortable in answering the questionnaire.

### **The Methods Data Collection**

This research involves a method of data acquisition that quantitative methods the overall and on the surface of analyzing the data obtained from the statistics. After respondent selection is made, the researchers will use several approaches to conducting the study. Researchers will provide questionnaires to the respondents and asked them to answer and fill in the form and with sincerity and understanding. The quantitative study is a question of problems that have been identified based on the testing of a theory which was composed by variables, measured through representative numbers and analyzed using statistical techniques (Neuman, 2000). Data were collected from 128 students divided into 2 such students Muamalat and students STML. This study was done to the students of University Utara Malaysia. The 128 sets of questionnaires were presented to the students and by 128 questionnaires returned. All the questionnaires answered well by respondent.

There are two forms of data collection methods to be used. The methods data collection is a method of qualitative and quantitative methods. The qualitative method is a method of data collection as a result of interviews with several respondents main research. While quantitative methods also include methods as a whole and on the surface that is, analyzing the data obtained from the statistics. Once respondent selection is made, the researchers will use several approaches to conducting this study that the study went well. Researchers will provide questionnaires to the respondents and asked them to answer the forms with sincere and heartfelt. Besides from that, the researchers will provide some typical questions that will be asked during the interviews with the respondents.

### **Research Instruments**

In the obtain information research, data must be obtained through equipment (instruments) research. Questionnaires were used to obtain data or information and responses as respondents' information, while dealing satisfaction and awareness and understanding of the respondent. Questionnaires Minnesota satisfaction questionnaire (MSQ) was designed by Weiss, Dawis, England, and Lofquist (1967) to assess the level of understanding sustainable development of students.

Section A consists of general information regarding the background of respondents (level, sex, gender, semester, age, race, religion and hall student residence). Section B discusses the research variables and awareness students understanding of sustainable development. The questionnaire contained a set of 17 (Yes/No) items testing respondents knowledge of sustainable development, a set of 15 Likert-type items running from 'strongly disagree (=1) through neutral (=3) to strongly agree (=5) concerning respondents attitudes and a set of 15 (Yes/No) items concerning respondents behavior. This scale is used to determine whether respondents understand and determine the level of a given statement or question. This method can help simplify the process of data analysis. Data analysis is a process that involves the analysis was obtained from questionnaires. Questionnaires which have been returned to the researchers is a symbol of the end one level research. This level then involves data processing and interpreting the data. Methods commonly used at this stage is Microsoft Excel and SPSS.

## **RESULT AND DISCUSSIONS**

In this chapter discusses about procurement results of studies on the awareness and understanding of sustainable development to UUM students. Results obtained from tests carried out questionnaires and built by the respondents. Data analysis is to identify and collect information using quantitative methods for entering data into. in this study, it uses SPSS

software to analyze the data collected. This study will carry out several different analyzes for a decision. Additionally, in this chapter, every question questionnaire will be interpreted and analyzed. Therefore, the results of the study can be obtained from the analysis of data.

### **Analysis Data Collection**

A total of 128 questionnaires were distributed and 128 questionnaires were returned with complete accepted for the data analysis. The demographic profile of respondent. Demographic is included level of education, gender, age, semester, race, religion and so on. The questionnaire showed that 44 male respondent who answered the equivalent of 34.4%, while as many as 84 people repondent women equivalent 65.6% who answered the questionnaire. The show, respondent women more than men. in terms of age, 18-20 years of 20 respondents who answered questionnaires equivalent of 15.6%, for the 21-23 years age of 100 respondents who answered the questionnaire, 78.1% and equivalent to 24 years of age and above was 8 respondent alone questionnaires were equivalent to 6.2%. This shows that in the 21-23 years age many questions were answered questionnaires.

In terms of the semester, there were are some differences semester among them semester 1-3 by 28 respondents (21.9%), for 4-6 semesters of 20 respondents (15.6%) and for semester 7 and and above by 80 respondents (62.5%). The showed the at the 7th semester and and above more help to answer a questionnaire about the study awareness and understanding of sustainable development to UUM students. Moreover, in terms of race, Malay of 121 repondent (92.5%) answered the questionnaire, for the Chinese is as much 5 respondents (3.9%) who answered the questionnaire, for the people of India as well as 1 respondent (0.8%) who answered the questionnaire and to other nations only by 1 respondent (0.8%) who answered the questionnaire. therefore, it shows more Malay respondent who answered the questionnaire in full.

Furthermore, in terms of religion also show that muslim a total of 120 respondent (93.8%) answered the questionnaire, of which are Buddhists is as much 6 respondent (4.7%) who answered the questionnaire, for a Hindu stood at 1 respondent alone (0.8%) who answered the questionnaire and of other religions is as much 1 respondent (0.8%) who answered the questionnaire. This showed the that more and more of the muslim religion. In this study, divided into 2 types place of study for students STML and student Muamalat . However, as many as 115 students STML respondent (90.0%) answered the questionnaire while students Muamalat amounted to 13 respondents (10.0%) answered the questionnaire. The overall respondent is 128 people. for the last demographic is student accommodation. There are some student accommodation among the Hall student residence TM of 7 respondent (5.5%) who answered the questionnaire, for a total of 51 Hall student residence Muamalat respondent (39.8%) who responded to the questionnaire, the Hall student residence MISC by 2 respondents (1.6 %) who answered the questionnaire, the Hall student residence Petronas by 1 respondent (0.8%) who answered the questionnaire, for Hall student residence SIME DARBY by 6 respondents (4.7%) who answered the questionnaire, the Hall student residence YAB is 12 respondents (9.4%) who answered the questionnaire, the SME board is also available by 10 respondents (7.8%) who answered the questionnaire, the Hall student residence of the Bank Rakyat of 5 respondents (3.9%) who answered the questionnaire, and for others hall is available for 34 respondents (26.6%) answered the questionnaire. Highest respondent is 51 respondent from the hall student residence Muamalat.

### **Analysis in Results (Reliability and Validity Assessment)**

After finishing of demographic respondent profiles, the reliability and validity assessment were conducted on all constructs (i.e. knowledge, attitudes and behaviour). The reliability of the constructs was evaluated using Cronbach's Alpha. A Cronbach's Alpha value of at least 0.7 is commonly seen as accepted (Churcill and Brown, 2006). According to Kelinger (1978), the minimum threshold of 0.5 for the items-to-total correlation coefficient. Based on Kaiser (1985), for the factor analysis, he recommends that values of the extracted factors should be exceeded 1, the factor loading of the variable should be over 0.4 (Cameron, 2010) and the value of cumulative explained variation should over 0.5.

By using Cronbach's Alpha, the reliability for the present student was consider as aduqate. Knowledge is 0.818, attitudes was 0.941 and behaviors is 0.779. The highest reliabilityis behaviors. The following shows the summary of reliability statistics for independent variables (awareness and understanding of sustainable development to UUM students, knowledge, attitudes and behavior).

The Table 1 shows the result percentages of knowledge on sustainable development among students STML is 75% which the students Muamalat get 16% on the knowledge sustainable development. Besides that, the result percentages of knowledge on sustainable development among students STML is 87% which the students Muamalat get 83% on the knowledge sustainable development and then the result percentages of knowledge on sustainable development among student STML is 69% which the Muamalat student get 33% on the knowledge sustainable development. So, the highest percentages is students STML.

Table 4: The Results Percentages on Sustainable Development among Student

Schools Level Understanding	STML (%)	MUAMALAT (%)
Knowledge	75	16
Attitudes	87	83
Behavior	69	33

### **CONCLUSION AND RECOMMENDATION**

In conclusion, the overall this study has to determine the successful results UUM students' understanding and awareness of sustainable development in Malaysia. Namely, through the results of questionnaires that have been collected and reviewed from students STML and Muamalat. Through this research, proved the difference between the students understanding of sustainable development. Data which was obtained indicated that the age difference and the difference is between a factor of student dissent and knowledge of sustainable development. Therefore, the student STML knows best and understand what sustainable development than students Muamalat. In addition, age differences among students has led to difference test of knowledge provided via questionnaires.

In addition, through this research I have found many differences mean that sustainable development is given by the experts of the famous and renowned author. However, given the overall intent is the same, namely the preservation and conservation of the environment in general. In a questionnaire given test are divided into three categories is knowledge, attitude and behavior. Through the chapter 4 has been concluded that the data obtained much difference between the percentage of students STML knowledge by 75% and 16% of students Muamalat. For decisions percent in sustainable development student STML attitudes is 87% while the percentage of attitudes decision students Muamalat get 83% in sustainable development. Last once the decision percentage behaviors sustainable development for students STML is 69% while the percentage results behavior students Muamalat is 33%.

The data show through by using Cronbach's Alpha, the reliability for the present student was consider as aduqate. Knowledge is 0.818, attitudes was 0.941 and behaviors is 0.779. The highest reliability is behaviors. And the data also states that the correlation method i.e. lists the three types of correlation. The sustainable Knowledge index has fairly strong associations with the sustainable development favourable behavior significant at 0.000. Assosiations between the sustainable development knowledge index and the sustainable development favourable attitudes at significants 0.588.

In a study conducted by several countries, most of the universities are trying to raise awareness and understanding to students and students are also exposed in several subjects related to sustainable development in order to attract students. In general, a study on sustainable development have been carried out outside the country, however understanding and awareness of sustainable development are poorly understood by students and the community. It is because the community and students are not exposed on sustainable development to life so that it can preserve the environment and lead to the development of a sustainable future.

Therefore, to help improve the understanding and awareness of sustainable development the relevant authorities should emphasize and to expose students and the community in whatever way they could. This can improve students knowledge and lead to new ideas to ensure future generations are able to experience and enjoy a good quality of like nature, and earth results and so on. Asserted, hopes the parties involved should cultivate attitudes and values of students so that they can become more aware of the importance of sustainable development to everyday life. As example, by entering the educational syllabus on sustainable development, particularly in certain subjects for the causeway students knowledge on sustainable development. Therefore, parties involved should take judicious actions to develop and produce students who are highly knowledgeable and gave an idea of what area though. In this way, students can produce excellence, glory and distinction in the future and preserving the natural environment so that future generations can also enjoy the beauty of the environment as it is now.

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